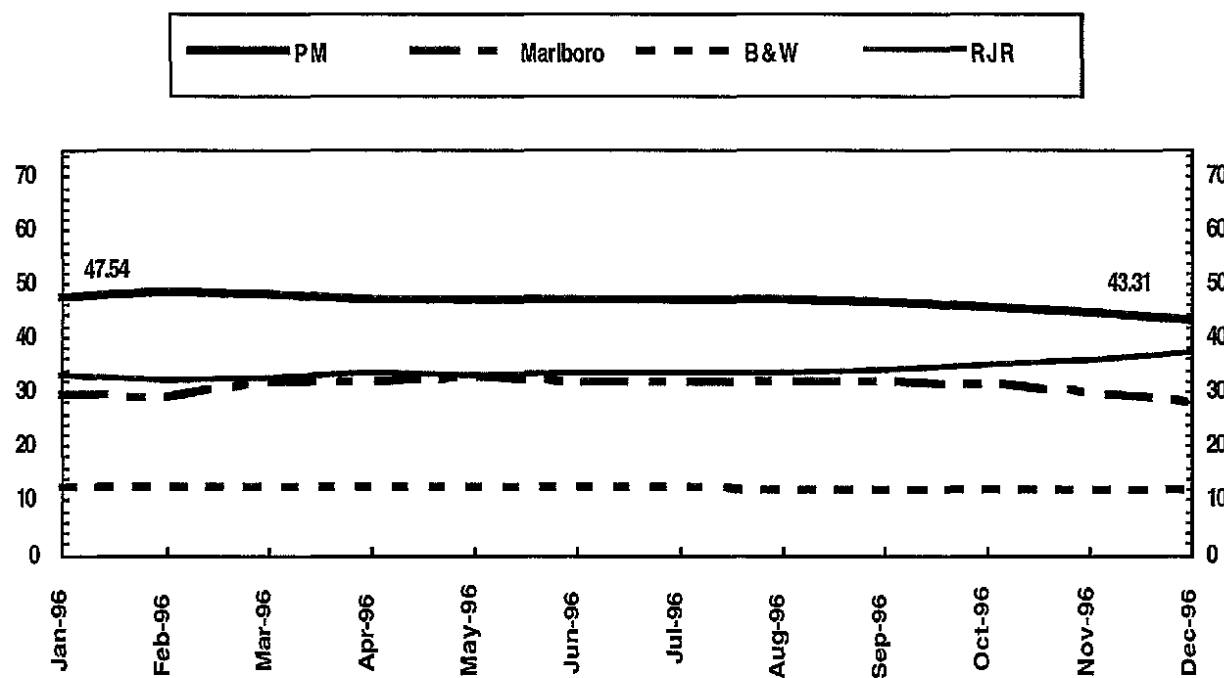


# PM USA - STARS CHAIN LEVEL PERFORMANCE

KROGER  
13 Weeks Moving by Month  
Stars Store Level Database

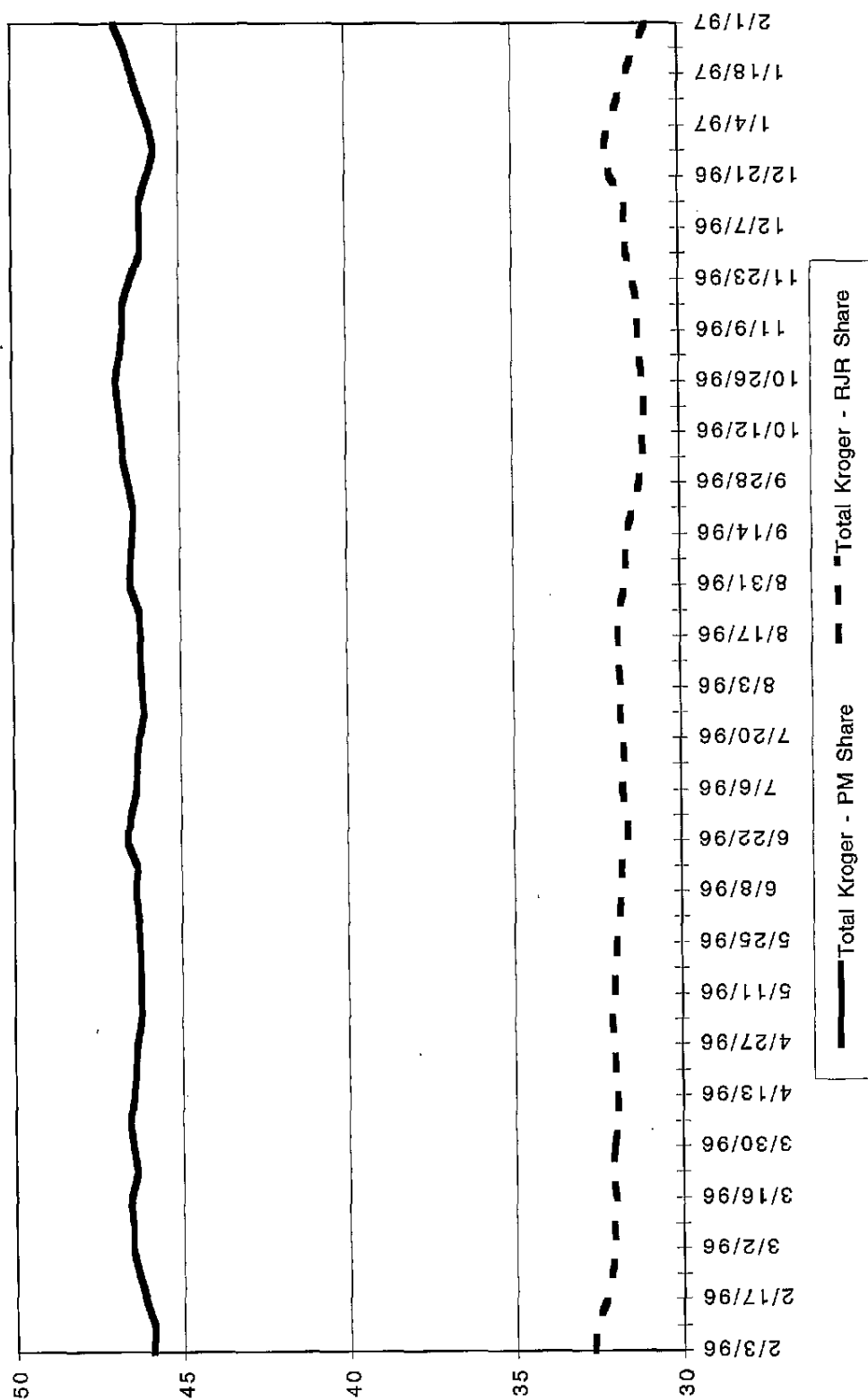


KROGER SHARE STARS STORE LEVEL DATABASE			
	THROUGH DEC 1996		
	12MM	6MM	3MM
Philip Morris	46.30	45.17	43.31
Marlboro	31.37	30.32	28.28
Basic	3.46	3.36	3.20
RJ Reynolds	33.71	35.05	37.02
B & W	12.35	12.06	11.96
Liggett	0.63	0.64	0.63
Lorillard	6.89	6.93	6.86
Premium	76.58	76.17	76.01
Discount	23.42	23.83	23.99
Private Label	8.68	9.53	9.81
Avg Ind CPW	244.91	234.65	227.82
Avg PM CPW	112.10	106.36	101.68
Avg Marlboro CPW	73.18	70.19	66.35
# Of Stores	1903	1828	1824

2071922603

Week 146 ending February 1, 1997

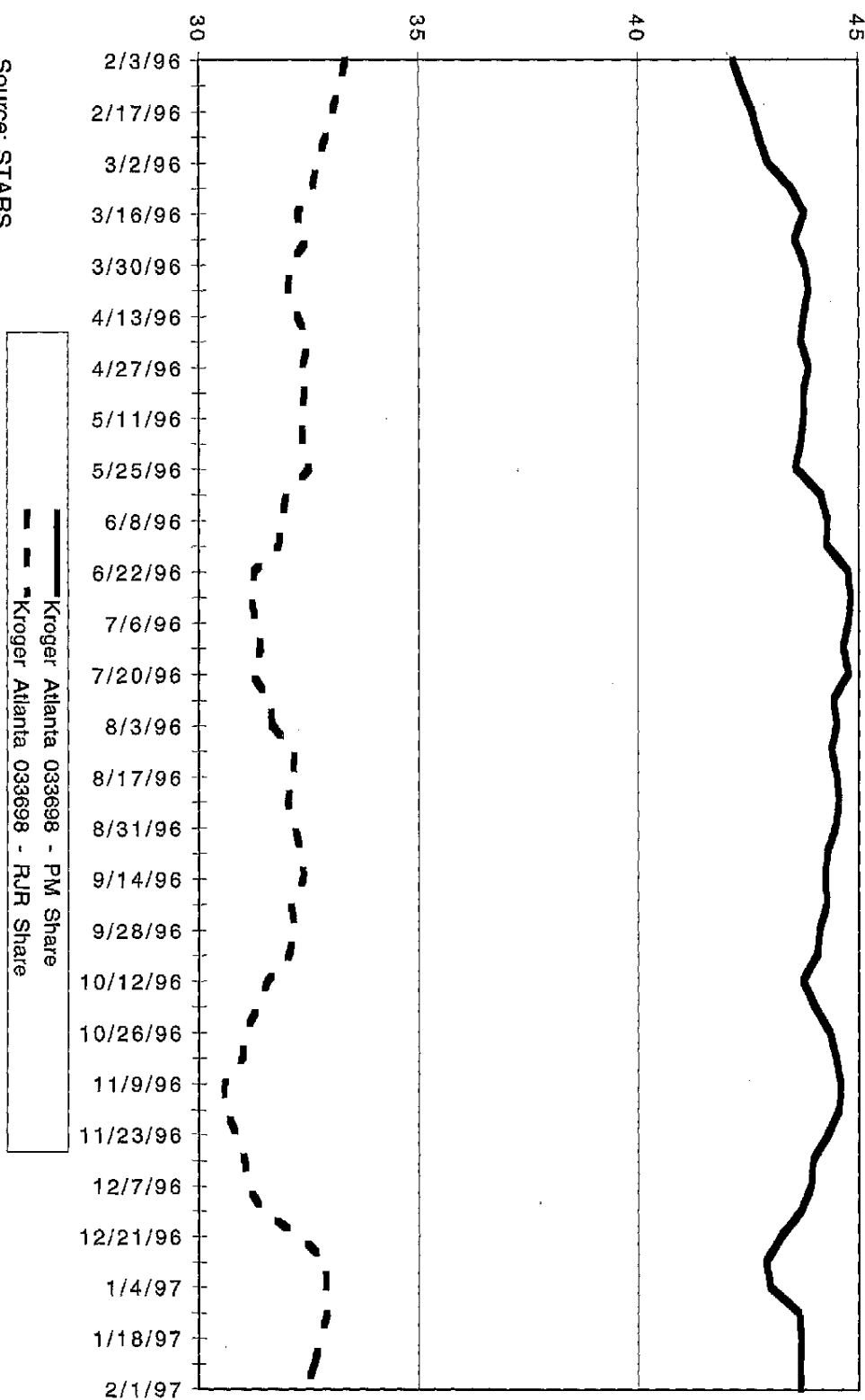
# **TOTAL KROGER 13 WEEK MOVING SHARE**



Source: STARS

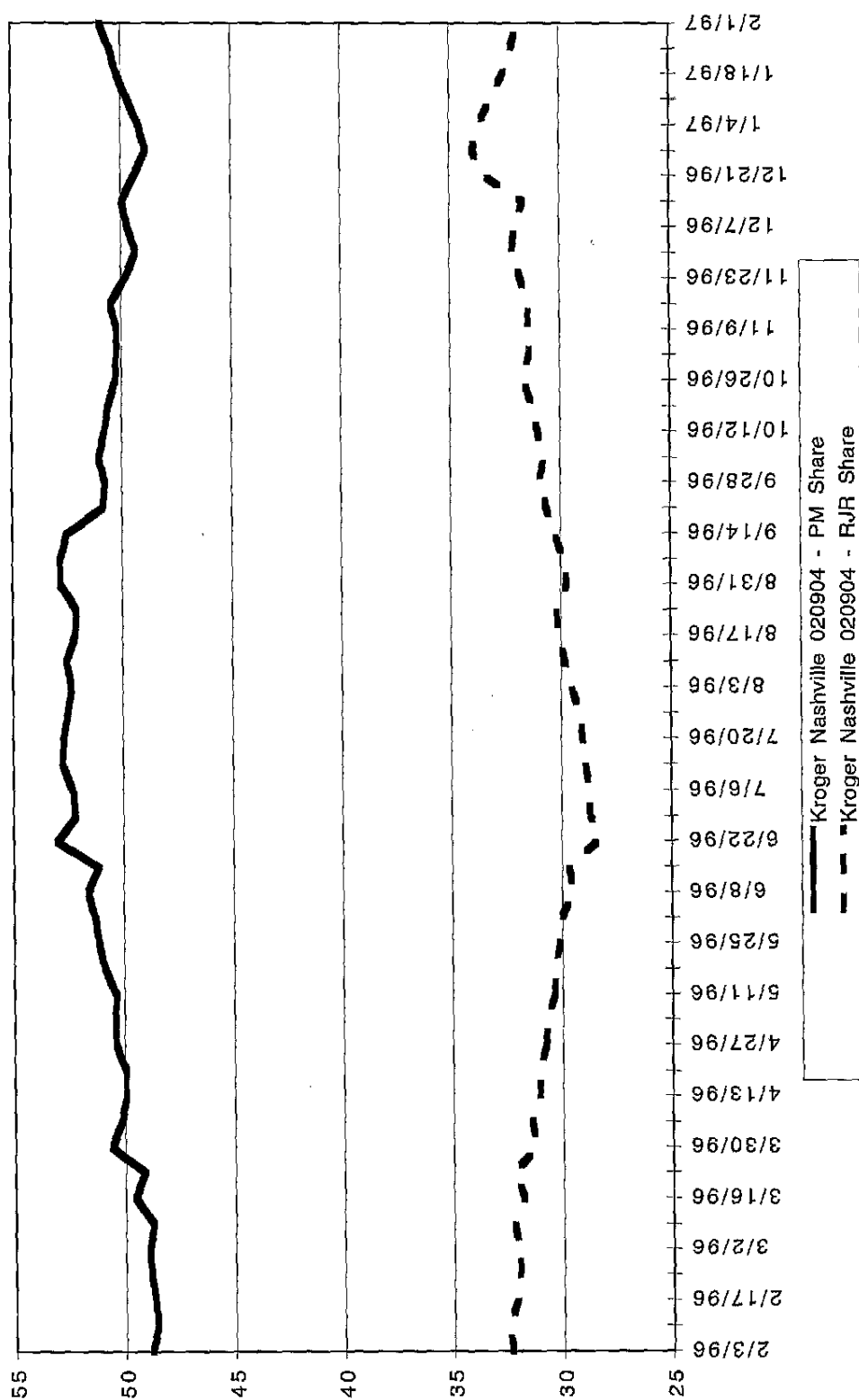
2071922604

# KROGER ATLANTA 13 WEEK MOVING SHARE



2071922605

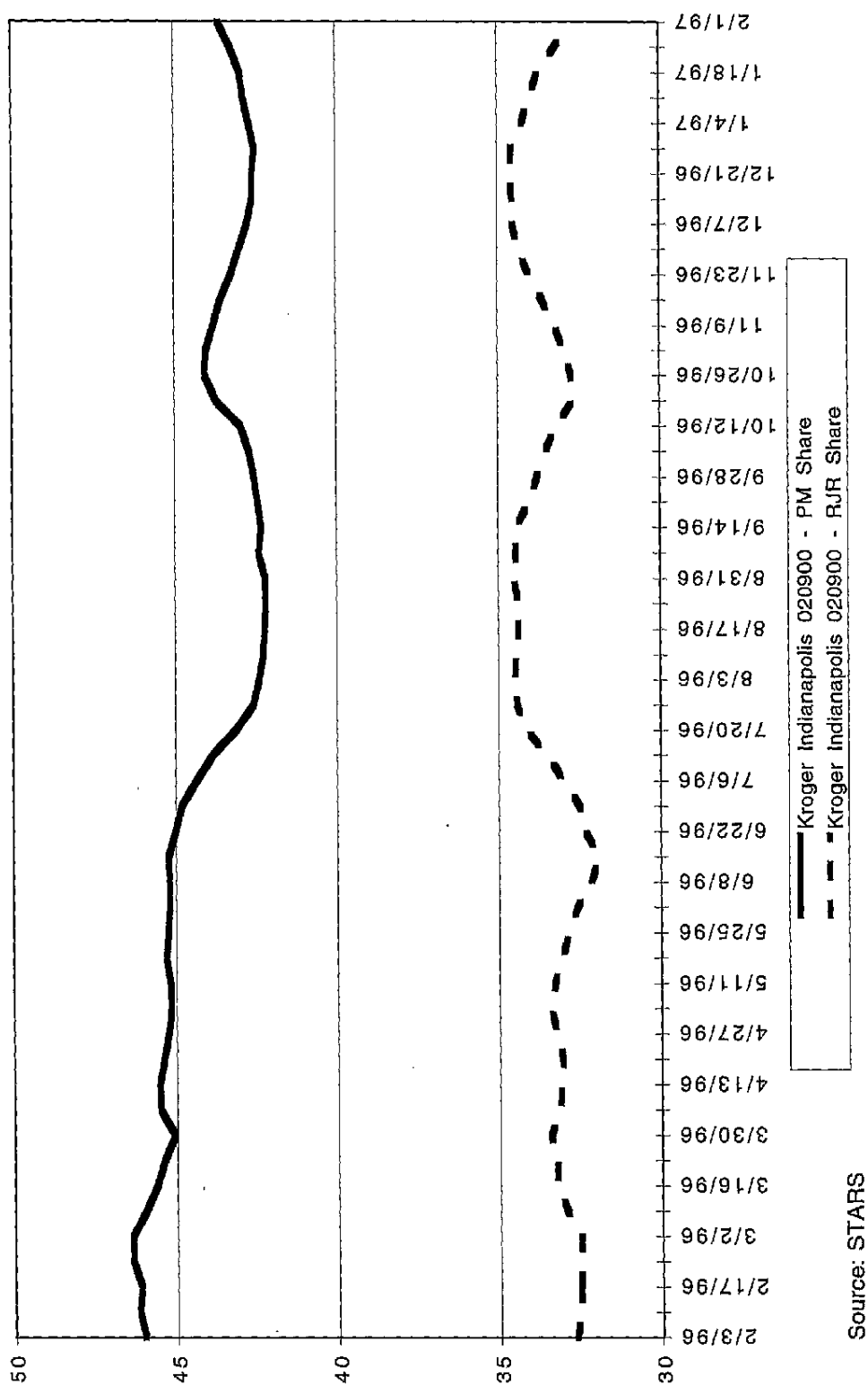
# KROGER NASHVILLE 13 WEEK MOVING SHARE



Source: STARS

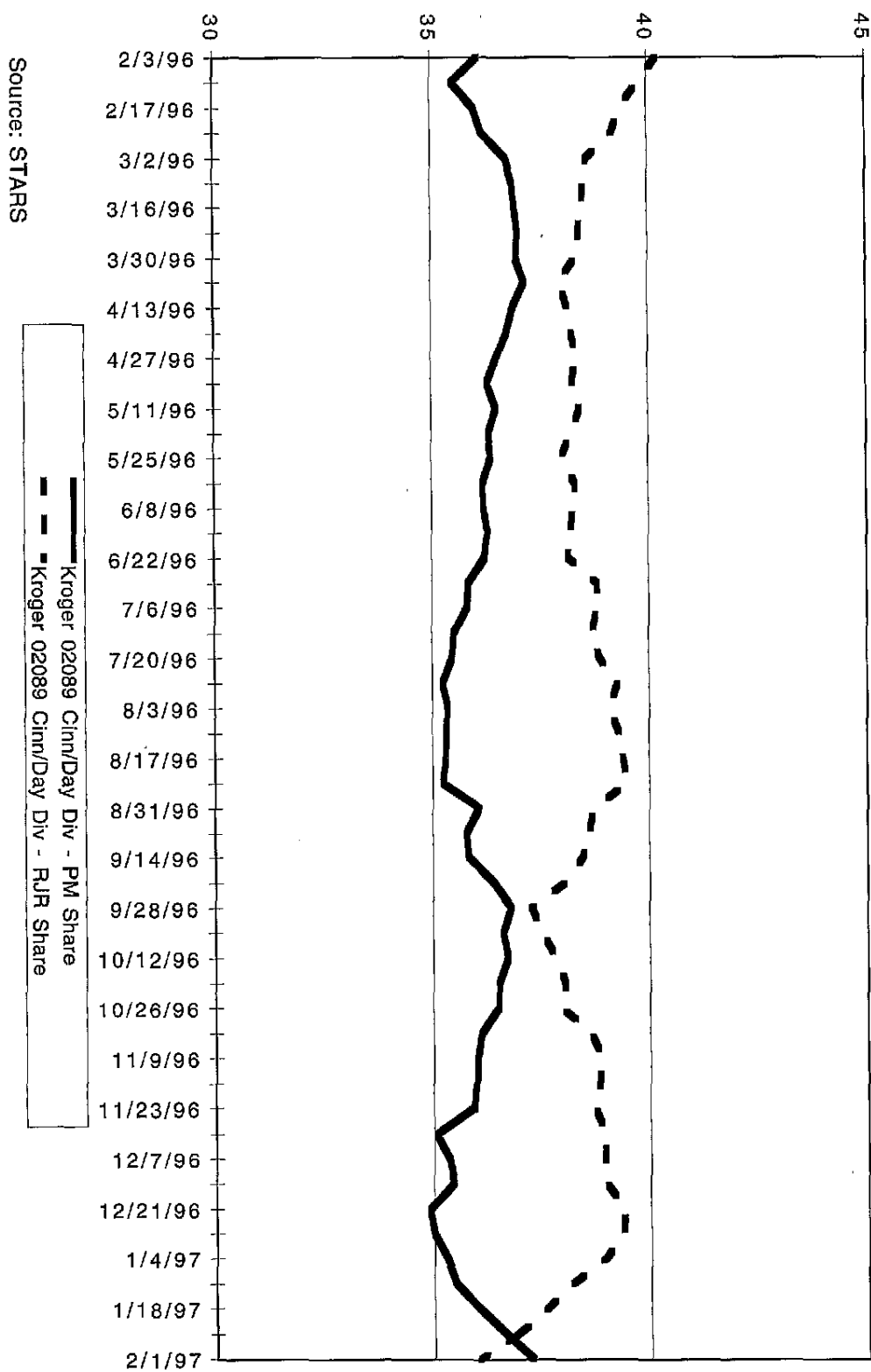
2071922606

# **KROGER INDIANAPOLIS 13 WEEK MOVING SHARE**



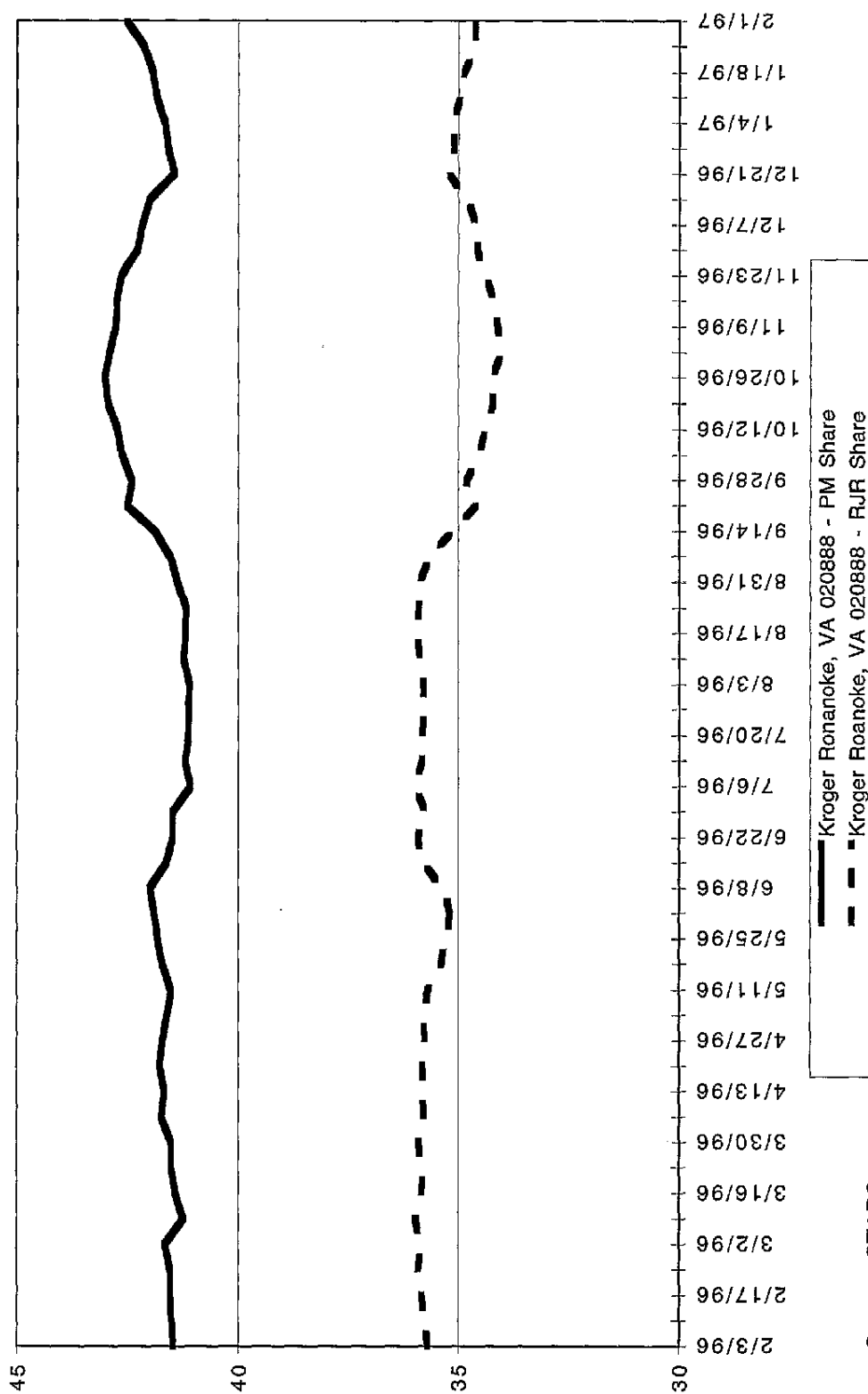
2071922607

# KROGER CINCINNATI 13 WEEK MOVING SHARE



8092261702

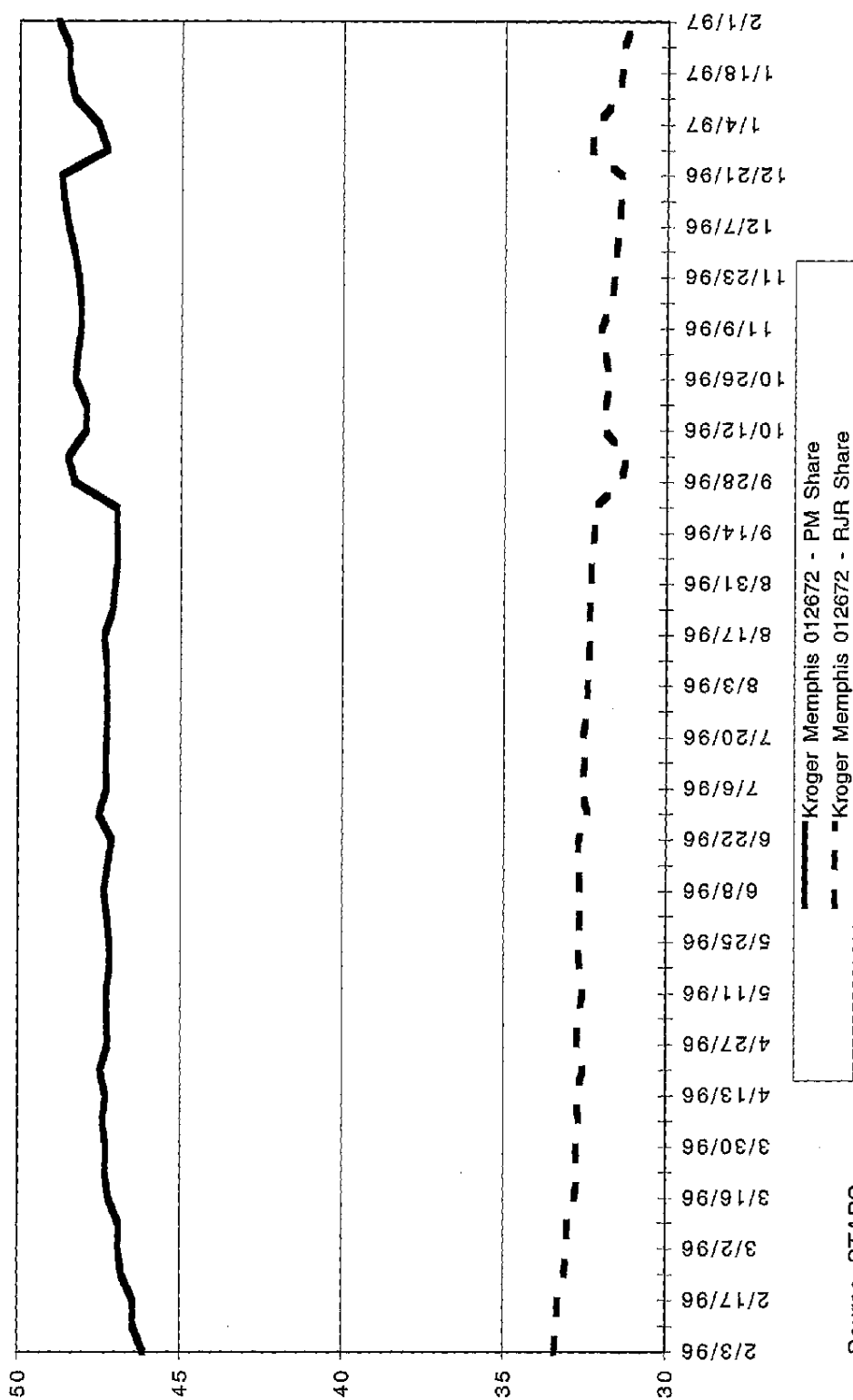
# KROGER RONANOKE 13 WEEK MOVING SHARE



Source: STARS

2071922609

# KROGER MEMPHIS 13 WEEK MOVING SHARE

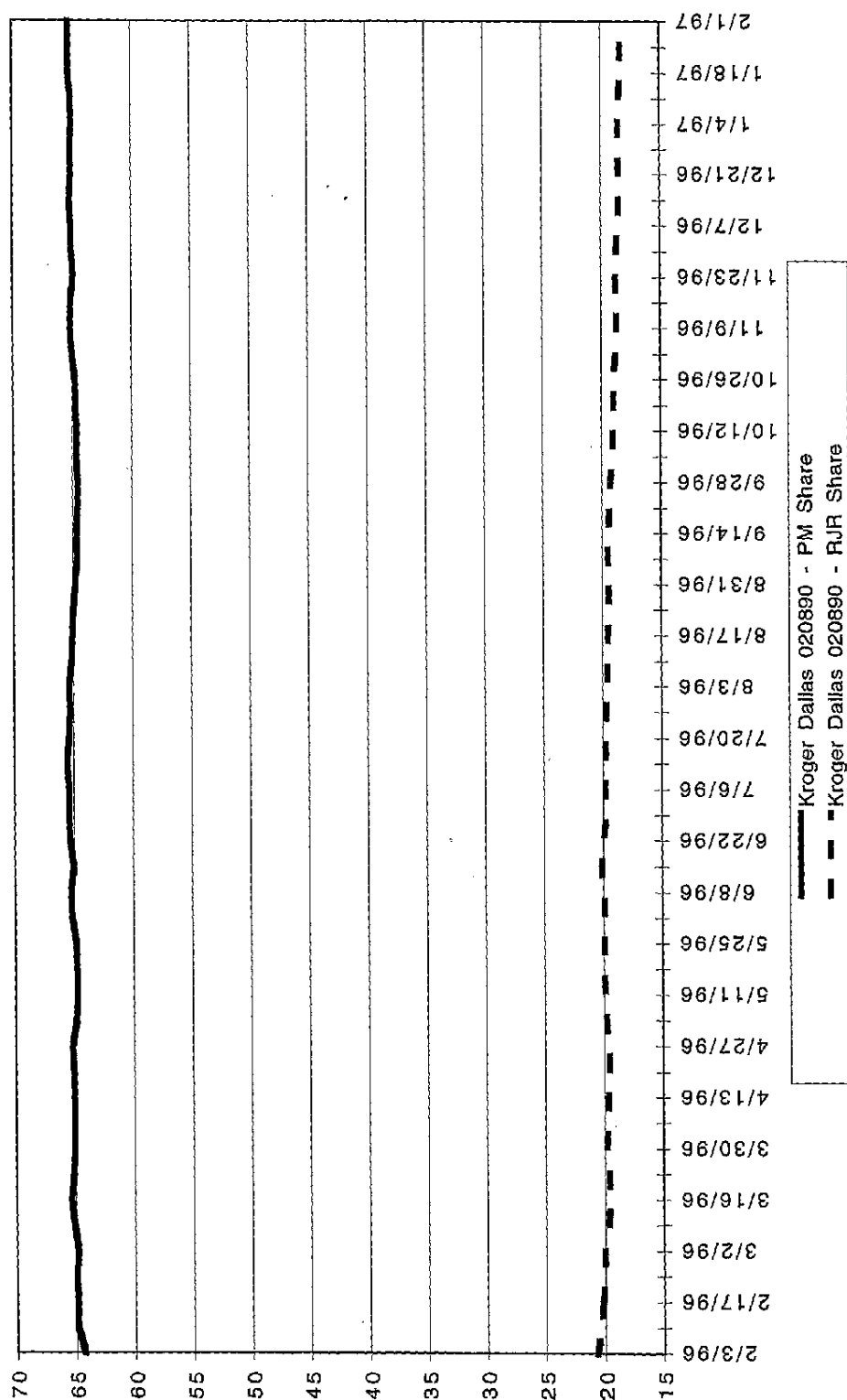


Source: STARS

2071922610



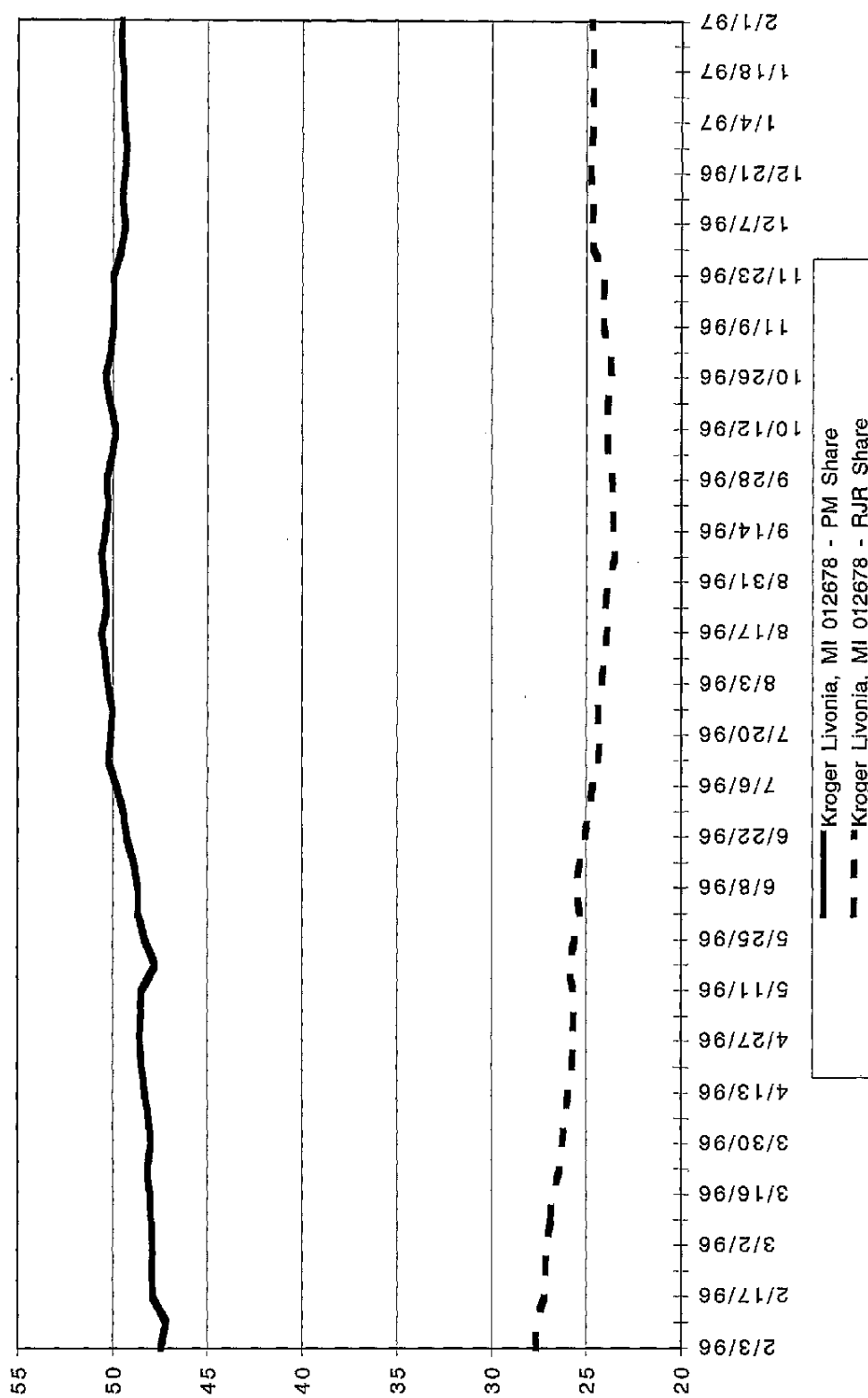
# KROGER DALLAS 13 WEEK MOVING SHARE



Source: STARS

2071922611

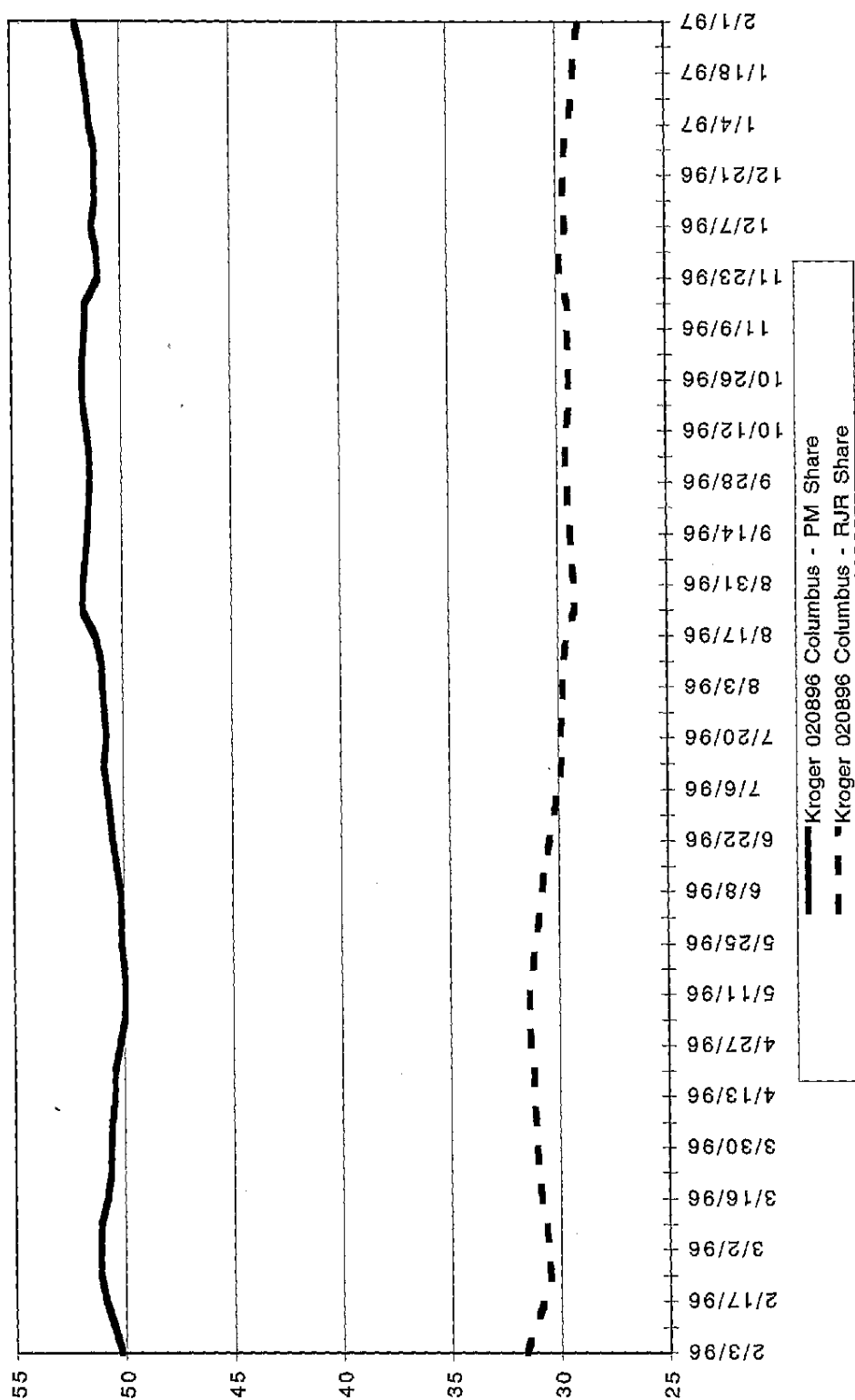
# KROGER LIVONIA 13 WEEK MOVING SHARE



Source: STARS

2071922612

# KROGER COLUMBUS 13 WEEK MOVING SHARE



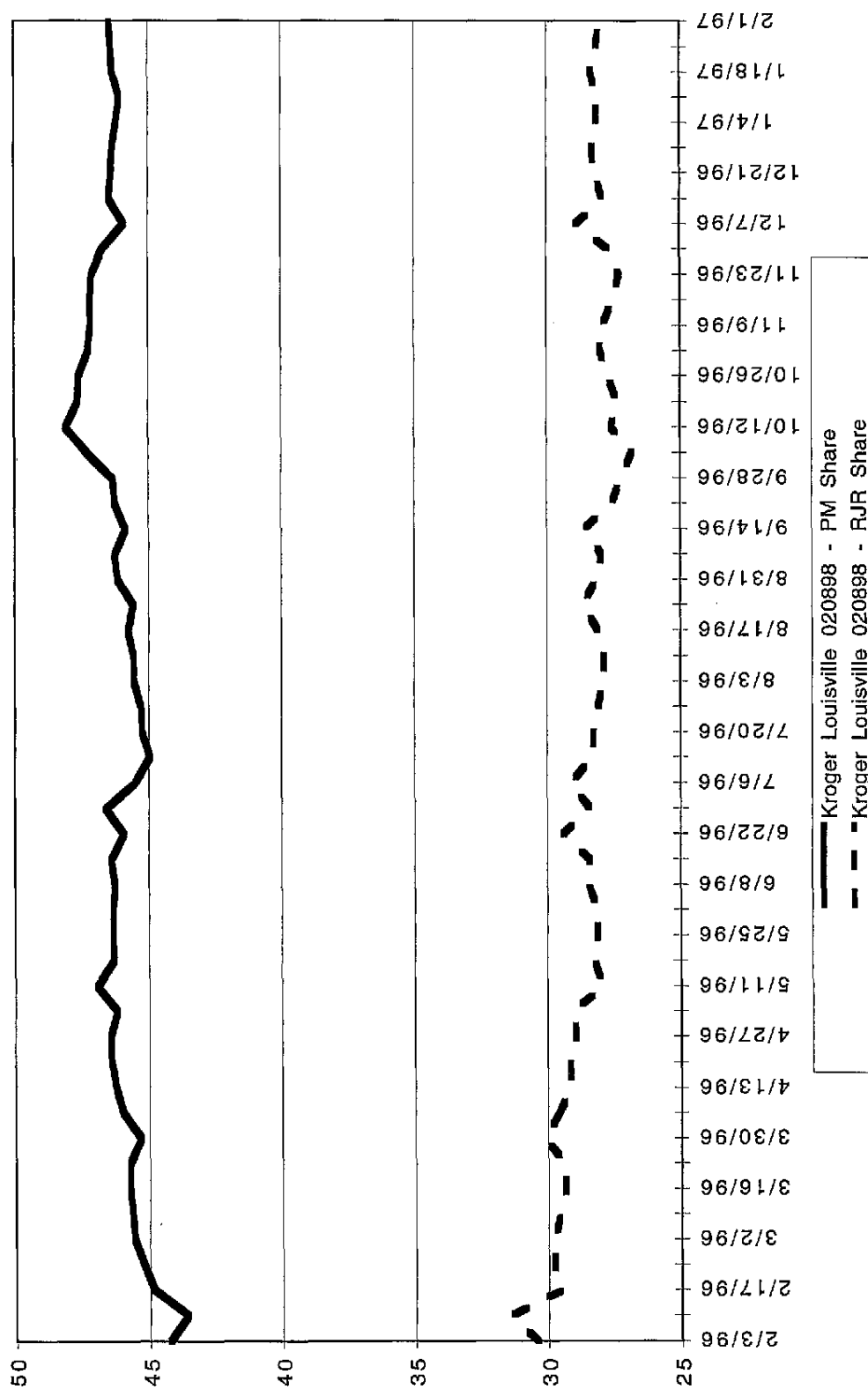
Source: STARS

2071922613

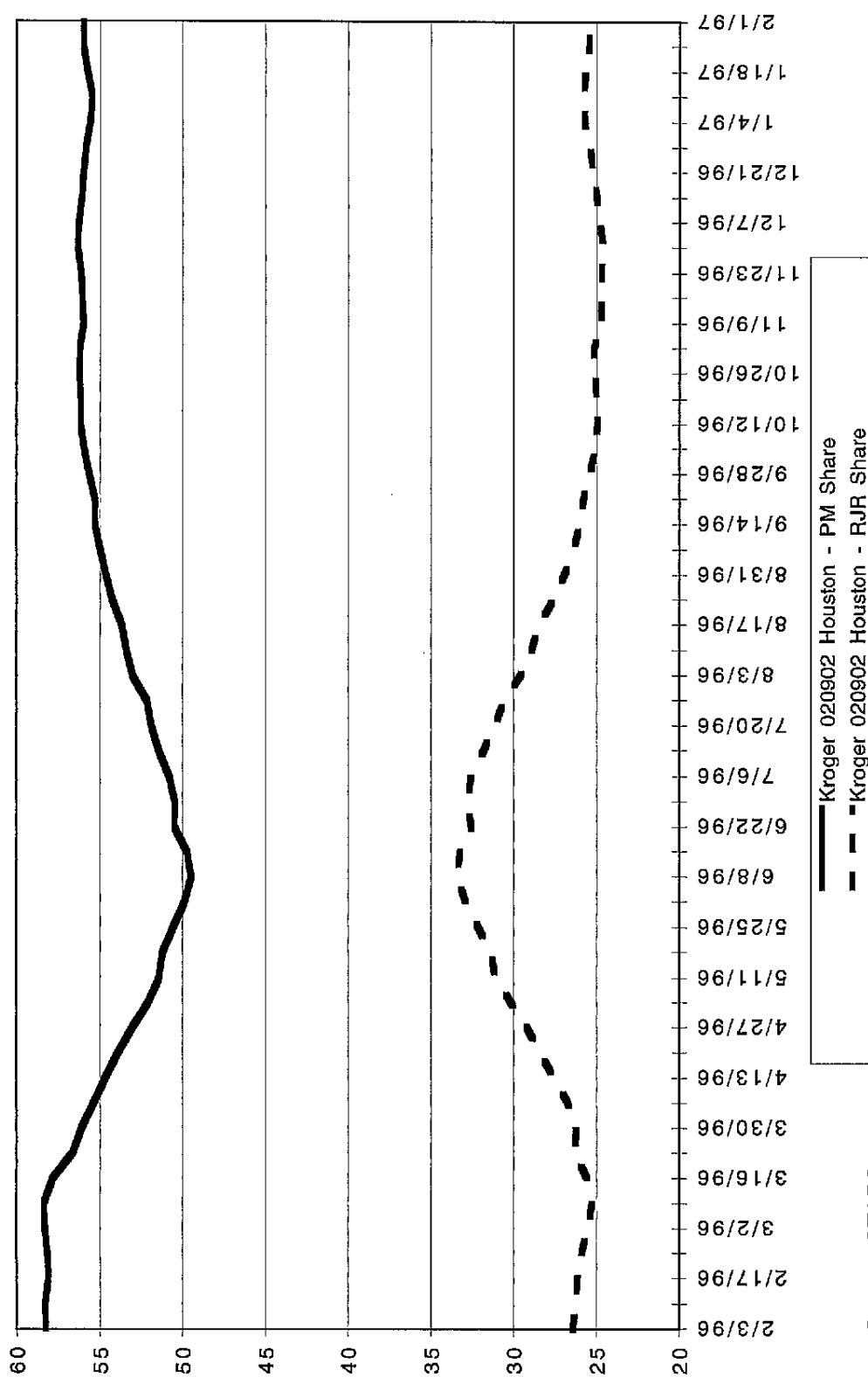
2071922614

Source: STARS

# KROGER LOUISVILLE 13 WEEK MOVING SHARE



# KROGER HOUSTON 13 WEEK MOVING SHARE



Source: STARS

2071922615